

Historic, Archive Document

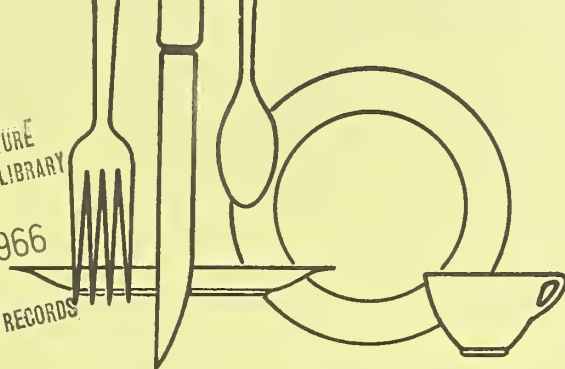
Do not assume content reflects current scientific knowledge, policies, or practices.

H389.8
F73

FOOD

PRE-VUE

U.S. DEPARTMENT OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
JUN 5 1966
CURRENT SERIAL RECORDS



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Consumer and Marketing Service

November 30, 1965

F P - 101

MEATS.....Cattle and calf slaughter is expected to total over 40-1/2 million head in 1965, big enough to reduce the January 1966 inventory. The decline is likely to be a million head or more from the 137.2 million head on farms at the beginning of the current year. More important to future beef output, the number of cows on farms is also expected to dip somewhat. Therefore, next year may be the first year since 1950 that the calf crop will be below the preceding year. A sharp decline in the 1964 June-November pig crop and the December 1964-May 1965 crop is resulting in substantially reduced pork production in 1965. Hog supplies next year are expected to average moderately below the current year's levels, with most of the decline occurring in the first half of the year. For 1965, sheep and lamb slaughter is probably down about a tenth from last year, thus the 5-year reduction in sheep and lamb numbers is expected to be slowed considerably, or halted. Red meat consumption this year is expected to be about 168-169 pounds per person, down about 7 pounds from 1964. While all classes of meat show a reduction, most of the decline is in pork.

POULTRY and

EGGS.....The rapid growth in broiler production, which started in the second half of this year, probably will extend well into 1966. An expanding number of breeder hens and prospects for cheaper feed, and reduced supplies of red meats, will lead to further production gains. Broiler marketings through early next year will continue about a tenth above a year earlier, due to larger chick hatchings in recent months. As for eggs, 1966 production is likely to rise some from the 179 million cases now estimated for 1965. The increase, though, may not be large enough to stay the decline in per capita egg consumption. Production probably will be a little under 1965 levels in the first half and higher in the second half. The number of turkeys raised in 1965 is now placed at nearly 104 million, up 4 million birds from a year earlier. Cold storage holdings on November 1 were 365 million pounds, up 23 million from a year earlier, and 46 million pounds above average.

DAIRY.....Production of milk in 1966 is likely to total around 126 billion pounds--about half a billion pounds above this year's expected 125.5 billion. Farm marketings will increase more than output and a continued gain in commercial demand is anticipated.

FRUITS.....The California grape crop this year ran to a record 3.9 million tons, which has resulted in very heavy holdings of fresh market supplies. Cold storage holdings of all varieties of grapes in California at the end of October totaled 10.3 million packages, or a third larger than holdings for a comparable date last year. Emperor variety, marketed

supplies. Orange production is expected to be greater than a year earlier in all major producing areas. As of November 1, estimates for the 1965-66 season crop of early and mid-season oranges stand at 66.8 million boxes, 6% above last year. California-Arizona Navel and miscellaneous oranges are indicated at 18.3 million boxes, largest crop since 1947. Florida's early and mid-season output, placed at 47.3 million boxes, runs 2% larger than last season. October 30 processors' stocks of Florida frozen concentrated orange juice were very large--28.7 million gallons. It appears December 1 carry-in stocks will total more than 20 million gallons, which, with an expected increase in the 1965-66 pack, indicates ample supplies throughout the 1965-66 season. Florida's production of seedless grapefruit is estimated at 24 million boxes, exceeding the previous record crop of 1961. Seeded Florida grapefruit, mostly for processing, is placed at 10 million boxes, about the same as last year. Texas' grapefruit, 3 million boxes, is 50% greater than last season's below-average level. California Desert and Arizona output is expected to be a little larger than last year's crop and nearly a third above average. U.S. lemons, 15.7 million boxes, run 7% ahead of last year. Florida tangerines, 3.5 million boxes, are a tenth below last year. Tangelos, estimated at 1.4 million boxes, are 40% greater than last year and largest of record. Apples, placed at more than 136 million bushels, while a little under last year, are 11% above average. Cranberries, estimated at nearly 1.4 million barrels, are 8% above average. Frozen fruits in storage November 1 totaled 566 million pounds, as against 603 million a year earlier.

VEGETABLES....Production of fall vegetables for the fresh market is expected to be 5% larger than last year and 6% above average. Main increases are in cabbage and lettuce, but lesser crops are indicated for snap beans, broccoli, carrots, celery, green peppers and tomatoes. Early fall cabbage, forecast at 9.7 million hundredweight, is the largest crop since 1956. The fall potato crop may be a record 215.5 million hundredweight. Sweet potatoes, estimated at more than 17.5 million hundredweight, run 15% greater than in 1964. Late summer onions, source of supplies from now until spring, are estimated at more than 21 million hundredweight, or nearly a fifth more than last year. November 1 cold storage holdings of frozen vegetables were 1.4 billion pounds, some 200 million pounds larger than average for the date.

NUTS.....Pecan production of nearly 264 million pounds, is 52% greater than last year and second only to output of 365.7 million pounds produced in 1963. Walnuts, placed at 78.4 thousand tons, are 13% below last year but 7% above average. Almonds, 72 thousand tons, are 16% more than average. Filberts--7,240 tons--are a fifth below average.

PEANUTS.....Estimated at over 2.4 billion pounds, peanuts total a tenth above last year.

The Plentiful Foods Program

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

INDUSTRY-GOVERNMENT PECAN PROMOTION - December through January 1966

The following foods will be plentiful during the month of January:

PECANS, GRAPES, FRESH ORANGES AND ORANGE PRODUCTS, FRESH GRAPEFRUIT, RED TART CHERRIES, APPLES, POTATOES, CABBAGE, ONIONS AND SPLIT PEAS.